

Amendments to the Claims:

A listing of the entire set of pending claims (including amendments to the claims, if any) is submitted herewith per 37 CFR 1.121. This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1.(Currently Amended) An apparatus in a video display system that is capable of displaying video programs with advertisements on a plurality of channels, wherein said apparatus is capable of preventing a viewer of a video program with advertisements from switching from a first channel to a second channel when an advertisement is displayed on said first channel in response to a first control signal and allowing the switching in response to a second control signal, the second control signal being provided at an end of the video program.

2.(Original) The apparatus as claimed in Claim 1 wherein said video display system is capable of displaying a recorded video program with advertisements and said apparatus is further capable of preventing a viewer of said recorded video program from fast forwarding said recorded video program to skip past advertisements in said recorded video program.

3.(Original) The apparatus as claimed in Claim 2 wherein said apparatus comprises:

- an advertisement controller;
- a memory coupled to said advertisement controller;
- advertisement control software within said memory;
- wherein said advertisement controller is capable of executing said advertisement control software to take exclusive control of one of: a channel

switching function of said video display system and a fast forwarding function of said video display system.

4.(Currently Amended) The apparatus as claimed in Claim 3 wherein said advertisement control software comprises:

a Multimedia Home Platform system and Multimedia Home Platform application manager; and

a first Multimedia Home Platform application that is capable of receiving a the first control signal, and in response to receiving said first control signal, taking exclusive control of one of: said channel switching function and said fast forwarding function; and

said first Multimedia Home Platform application further capable of receiving a the second control signal, and in response to receiving said second control signal, releasing exclusive control of said one of: said channel switching function and said fast forwarding function.

5.(Original) The apparatus as claimed in Claim 4 wherein said advertisement control software comprises:

a second application that is capable of preventing said first Multimedia Home Platform application from obtaining exclusive control of said one of: said channel switching function and said fast forwarding function.

6.(Original) The apparatus as claimed in Claim 5 wherein said second application comprises one of: Multimedia Home Platform software and a Multimedia Home Platform application.

7.(Original) The apparatus as claimed in Claim 5 wherein said advertisement control software comprises:

a third Multimedia Home Platform application that is capable of sending a payment authorization from said viewer to a program broadcaster to authorize said viewer to one of: switch channels during a display of an advertisement in a broadcast video program and fast forward a recorded video program during a display of an advertisement in said recorded video program.

8.(Currently Amended) A video display system that is capable of displaying video programs with advertisements on a plurality of channels, said video display system comprising an apparatus that is capable of preventing a viewer of a video program with advertisements from switching from a first channel to a second channel when an advertisement is displayed on said first channel in response to a first control signal and allowing the switching in response to a second control signal, the second control signal being provided at an end of the video program.

9.(Original) The video display system as claimed in Claim 8 wherein said video display system is capable of displaying a recorded video program with advertisements and said apparatus is further capable of preventing a viewer of said recorded video program from fast forwarding said recorded video program to skip past advertisements in said recorded video program.

10.(Original) The video display system as claimed in Claim 9 wherein said apparatus comprises:

- an advertisement controller;
- a memory coupled to said advertisement controller;
- advertisement control software within said memory;

wherein said advertisement controller is capable of executing said advertisement control software to take exclusive control of one of: a channel switching function of said video display system and a fast forwarding function of said video display system.

11.(Currently Amended) The video display system as claimed in Claim 10 wherein said advertisement control software comprises:

a Multimedia Home Platform system and Multimedia Home Platform application manager; and

a first Multimedia Home Platform application that is capable of receiving athe first control signal, and in response to receiving said first control signal, taking exclusive control of one of: said channel switching function and said fast forwarding function; and

said first Multimedia Home Platform application further capable of receiving athe second control signal, and in response to receiving said second control signal, releasing exclusive control of said one of: said channel switching function and said fast forwarding function.

12.(Original) The video display system as claimed in Claim 11 wherein said advertisement control software comprises:

a second application that is capable of preventing said first Multimedia Home Platform application from obtaining exclusive control of said one of: said channel switching function and said fast forwarding function.

13.(Original) The apparatus as claimed in Claim 12 wherein said second application comprises one of: Multimedia Home Platform software and a Multimedia Home Platform application.

14.(Original) The video display system as claimed in Claim 11 wherein said advertisement control software comprises:

a third Multimedia Home Platform application that is capable of sending a payment authorization from said viewer to a program broadcaster to authorize said viewer to one of: switch channels during a display of an advertisement in a broadcast

video program and fast forward a recorded video program during a display of an advertisement in said recorded video program.

15.(Currently Amended) A method for requiring a viewer of a video program to watch advertisements in said video program, said method comprising the steps of:

displaying video programs with advertisements on a plurality of channels in a video display system; and

preventing said viewer from switching from a first channel to a second channel when an advertisement is displayed on said first channel in response to a first control signal and allowing the switching in response to a second control signal, the second control signal being provided at an end of said video program.

16.(Original) The method as claimed in Claim 15 further comprising the steps of:

displaying a recorded video program with advertisements on said video display system; and

preventing a viewer of said recorded video program from fast forwarding said recorded video program to skip past advertisements in said recorded video program.

17.(Original) The method as claimed in Claim 16 further comprising the steps of:

providing an advertisement controller in said video display system;
coupling a memory to said advertisement controller;
providing advertisement control software within said memory;
executing said advertisement control software with said advertisement controller to take exclusive control of one of: a channel switching function of said video display system and a fast forwarding function of said video display system.

18.(Currently Amended) The method as claimed in Claim 17 further comprising the steps of:

providing a Multimedia Home Platform system and Multimedia Home Platform application manager in said advertisement control software; and

providing a first Multimedia Home Platform application that is capable of receiving a the first control signal and a the second control signal;

in response to receiving said first control signal, causing said first Multimedia Home Platform application to take exclusive control of one of: said channel switching function and said fast forwarding function; and

in response to receiving said second control signal, causing said first Multimedia Home Platform application to release said exclusive control of said one of: said channel switching function and said fast forwarding function.

19.(Original) The method as claimed in Claim 18 further comprising the steps of:

providing a second application in said advertisement control software; and
causing said second application to prevent said first Multimedia Home Platform application from obtaining exclusive control of said one of: said channel switching function and said fast forwarding function.

20.(Currently Amended) The ~~apparatus-method~~ as claimed in Claim 19 wherein said second application comprises one of: Multimedia Home Platform software and a Multimedia Home Platform application.

21.(Original) The method as claimed in Claim 19 further comprising the steps of:

providing a third Multimedia Home Platform application in said advertisement control software; and

causing said third Multimedia Home Platform application to send a payment authorization from said viewer to a program broadcaster to authorize said viewer to one of: switch channels during a display of an advertisement in a broadcast video program and fast forward a recorded video program during a display of an advertisement in said recorded video program.

22.(Currently Amended) Computer-executable instructions stored on a computer-readable storage medium for requiring a viewer of a video program to watch advertisements in said video program, said computer-executable instructions comprising the steps of:

displaying video programs with advertisements on a plurality of channels in a video display system; and

preventing said viewer from switching from a first channel to a second channel when an advertisement is displayed on said first channel in response to a first control signal and allowing the switching in response to a second control signal, the second control signal being provided at an end of said video program.

23.(Original) The computer-executable instructions stored on a computer-readable storage medium as claimed in Claim 22 wherein said computer-executable instructions further comprise the steps of:

displaying a recorded video program with advertisements on said video display system; and

preventing a viewer of said recorded video program from fast forwarding said recorded video program to skip past advertisements in said recorded video program.

24.(Original) The computer-executable instructions stored on a computer-readable storage medium as claimed in Claim 23 wherein said computer-executable instructions further comprise the steps of:

accessing advertisement control software that is located within a memory coupled to an advertisement controller in said video display system; and
executing said advertisement control software with said advertisement controller to cause said advertisement controller to take exclusive control of one of: a channel switching function of said video display system and a fast forwarding function of said video display system.

25.(Currently Amended) The computer-executable instructions stored on a computer-readable storage medium as claimed in Claim 24 wherein said computer-executable instructions further comprise the steps of:

accessing a Multimedia Home Platform system and Multimedia Home Platform application manager in said advertisement control software; and

accessing a first Multimedia Home Platform application that is capable of receiving ~~a~~the first control signal and ~~a~~the second control signal;

in response to receiving said first control signal, causing said first Multimedia Home Platform application to take exclusive control of one of: said channel switching function and said fast forwarding function; and

in response to receiving said second control signal, causing said first Multimedia Home Platform application to release said exclusive control of said one of: said channel switching function and said fast forwarding function.

26.(Original) The computer-executable instructions stored on a computer-readable storage medium as claimed in Claim 25 wherein said computer-executable instructions further comprise the steps of:

accessing a second application in said advertisement control software; and

causing said second application to prevent said first Multimedia Home Platform application from obtaining exclusive control of said one of: said channel switching function and said fast forwarding function.

27.(Original) The apparatus as claimed in Claim 26 wherein said second application comprises one of: Multimedia Home Platform software and a Multimedia Home Platform application.

28.(Currently Amended) The computer-executable instructions stored on a computer-readable storage medium as claimed in Claim 23 wherein said computer-executable instructions further comprise the steps of:

accessing a third Multimedia Home Platform application in said an advertisement control software; and

causing said third Multimedia Home Platform application to send a payment authorization from said viewer to a program broadcaster to authorize said viewer to one of: switch channels during a display of an advertisement in a broadcast video program and fast forward a recorded video program during a display of an advertisement in said recorded video program.

29.(New) The apparatus of claim 1, wherein the viewer is prevented from the switching after expiration of a selected period of time after a notification.